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# Paul Ecke

June 14, 1948

Librarian,  
U. S. Department of Agriculture,  
Washington 25, D. C.

Dear Sir:

Enclosed you will find the poinsettia stock-plant price list for April delivery. I am prepared to take care of all orders in full that are placed now, and as in other years, will guarantee good delivery and production of the plants and that they are free of all mealybug and scale.

With the increasing cost of labor and materials all of the leading growers have found that they cannot afford to carry stock plants over from one season to the next, and practically all are now on a standing-order basis. This puts them in the preferred position, where they do not have to pay the ten per cent packing charge which is made on all orders placed after January 1, and assures them that they will receive the size and variety ordered. I shall be very pleased to put your order on a standing-order basis, subject to any change you may wish to make up to MARCH 1.

Very truly yours,

*Paul Ecke*  
PAUL ECKE.





6209

LIBRARY  
RECEIVED

★ JUN 23 1948 ★

U. S. Department of Agriculture

POINSETTIA STOCK PLANT PRICE LIST FOR 1949  
ON ORDERS PLACED NOW

IMPROVED ALBERT ECKE VARIETY. This is an improved selection of the Albert Ecke, having somewhat brighter and larger bracts, and is the outstanding commercial poinsettia. All plants in the pan make perfect bracts. This type has been thoroughly tested and will give the most satisfactory results.

Per hundred:	Jumbo \$120.00	No. 2 \$80.00	No. 4 \$40.00
	No. 1 100.00	No. 3 60.00	

INDIANAPOLIS RED. A very fine short, slow-growing variety, with wide petals. It takes more time for the Stock Plants to break and longer for the cuttings to root than any other variety. However, cuttings can be taken from one to two weeks later and still make perfect bracts.

Per hundred:	Jumbo \$150.00	No. 2 \$90.00	No. 4 \$40.00
	No. 1 120.00	No. 3 60.00	No. 5 25.00

ALBERT ECKE. The leading commercial variety grown by the best Pot Plant Growers in the most competitive areas.

ECKE'S WHITE. Gaining in popularity annually. Produces clear white bracts as large as the Oak Leaf, and matures at the same time. Exceptionally fine for specimen plants and for mixed pans of red and white together.

Per hundred:	Jumbo \$100.00	No. 2 \$60.00	No. 4 \$35.00
	No. 1 80.00	No. 3 50.00	No. 5 25.00

MRS. PAUL ECKE, OAK LEAF, RUTH ECKE, Double Henriette Ecke, Pink, St. Louis and Barbara Ecke.

Per hundred:	Jumbo \$ 95.00	No. 2 \$50.00	No. 4 \$25.00
	No. 1 70.00	No. 3 35.00	No. 5 18.00

At the present time I am in a position to reserve for you any amount in any size of all varieties. As the Oak Leaf, Ruth Ecke, and St. Louis grow more freely than all other varieties they are usually graded more liberally.

The above prices are F.O.B. Eastern Cities, C/O Forwarding Agency, on orders PLACED NOW for April 1949 delivery. ON ORDERS PLACED AFTER JANUARY 1st, A TEN PERCENT PACKING CHARGE WILL BE MADE.

PAUL ECKE

The California Poinsettia Grower  
Encinitas, Calif.





THIS SIDE OF CARD IS FOR ADDRESS



PAUL ECKE

ENCINITAS, CALIFORNIA

**PAUL ECKE**  
**The California Poinsettia Grower**  
**Encinitas, Calif.**

Please ship the following order for April delivery of Poinsettia Stock Plants, subject to any change prior to March 1st.

Amount

Size:

\_\_\_\_\_IMPROVED ALBERT ECKE\_\_\_\_\_

\_\_\_\_\_Indianapolis Red\_\_\_\_\_

\_\_\_\_\_Albert Ecke\_\_\_\_\_

\_\_\_\_\_Ecke's White\_\_\_\_\_

\_\_\_\_\_Mrs. Paul Ecke\_\_\_\_\_

\_\_\_\_\_Oak Leaf\_\_\_\_\_

\_\_\_\_\_Ruth Ecke\_\_\_\_\_

\_\_\_\_\_Henrietta Ecke (Dbl.)\_\_\_\_\_

\_\_\_\_\_Pink\_\_\_\_\_

\_\_\_\_\_St. Louis\_\_\_\_\_

\_\_\_\_\_Barbara Ecke\_\_\_\_\_

Please duplicate my order.....☐

Make this a standing reservation.....☐

Librarian, U.S. Dept. of Agri

Washington 25, D.C.